

PROJECT NUMBER: 8101  
PROJECT TITLE: Cigarette Testing Services Division  
SECTION LEADER: Richard A. Thesing  
PERIOD COVERED: November, 1989

## I. MARKET ACTIVITY

- A. Objective: To monitor and report new brand introductions and brand modifications for the domestic and international cigarette markets.

B. Results - Domestic:

Lorillard is test marketing Harley Davidson 85 and Harley Davidson Lights 85 cigarettes in Arkansas. This is the first branded generic product for Lorillard. These cigarettes are packaged in a black pack with a gold eagle embossed on the pack. Harley Davidson delivers 11 mg tar and 0.8 mg nicotine; Harley Davidson Lights delivery 8 mg tar and 0.6 mg nicotine. Lorillard test marketed a Harley Davidson as a full price brand in September, 1987 in Terre Haute, Indiana.

The American Tobacco Company is distributing American Lights 100 Menthol cigarettes in Virginia. This branded generic product delivers 11mg tar, 0.9mg nicotine and 0.6mg smoke menthol. American currently has five versions of the American product on the market. American Lights 85 and 100; American Lights Menthol 100; and American Filters 85 and 100.

### Results - International

Beside King Size cigarettes were introduced in Japan in October by Japan Tobacco, Inc. This product delivers 9 mg tar and 0.9 mg nicotine and has a dual carbon in CA/CA filter. Freon® was detected in the blend of this brand, indicating the presence of Freon® expanded tobacco.

Japan Tobacco, Inc. introduced Peace International 95 cigarettes to the Japanese market in October. These cigarettes deliver 13 mg tar and 1.2 mg nicotine. Peace International has a single CA filter and is packaged in a princess box. The blend contains no reconstituted tobacco. Freon® was detected in the blend of this product, indicating the presence of Freon® expanded tobacco. JTI also markets Peace (NF), Peace King Size, and Peace Lights King Size cigarettes in Japan.

Peter Stuyvesant King Size cigarettes were introduced to the Japanese market in October by the American Cigarette Company (Overseas), Ltd., a subsidiary of Rothmans. This brand has a dual carbon in CA/CA filter and delivers 10 mg tar and 0.8 mg nicotine.

The Kuuming Cigarette Factory of China introduced Shiwn King Size cigarettes to the Japanese market in October. This product delivers 13 mg tar and 0.8 mg nicotine. These cigarettes have a

dual carbon in paper/CA filter. The blend contains 21% expanded stem, and no reconstituted or expanded tobacco.

San Chl King Size cigarettes were introduced to the Japanese market in October by the Yuxi Cigarette Factory of China. This brand has a single CA filter and delivers 20 mg tar and 1.0 mg nicotine. The blend of San Chl contains no reconstituted tobacco, expanded stem or expanded tobacco.

## II. ANETHOLE ANALYSIS

The analysis for trace level anethole in filler and aftercut has been transferred from Flavor Development to CTSD. Equipment and supplies for the procedure have been ordered. CTSD personnel have been trained to run the analysis. Incoming samples will be analyzed in the Flavor Development area by CTSD personnel.

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